

Message Text

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ACTION EUR-12

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STATE ALSO FOR JIM WALKER

E.O. 11652: N/A
TAGS: ETRD, BEXP, YO
SUBJECT: PROPOSED YUGOSLAV EXPORT PROMOTION EFFORTS IN THE U.S.

VIRGINIA YORIO FOR WALKER, USYEC
GENERAL ELECTRIC COMPANY
570 LEXINGTON AVE
NEW YORK, NY 10022
TELEX RCA 234 698

1. MR. NIKOLA PILIPOVIC, OF THE YUGOSLAV FEDERAL
CHAMBER OF ECONOMY, RECENTLY ADVISED COMMERCIAL ATTACHE
THAT A YUGOSLAV ECONOMIC DELEGATION WILL SHORTLY BE
VISITING THE U.S. AND THAT THE YUGOSLAVS ARE ALSO
CONSIDERING ORGANIZING ONE OR MORE EXPORT PROMOTION
EXHIBITIONS IN THE U.S. IN THE NEAR FUTURE. THESE
PROMOTIONAL EFFORTS HAVE ALSO BEEN MENTIONED IN THE
YUGOSLAV PRESS.

2. PILIPOVIC SAID THE DECISION TO SEND A GROUP TO THE
U.S. WAS MADE IN A SEPTEMBER 14 ECONOMIC CHAMBER MEETING
AND THAT THE GROUP WOULD PROBABLY VISIT THE U.S. IN
MID-NOVEMBER. PILIPOVIC SAYS THE CHAMBER WANTS THE
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VISIT TO BE COMPLETED BEFORE THE EARLY DECEMBER
MEETING IN WASHINGTON OF THE U.S./ YUGOSLAV ECONOMIC
COUNCIL. AT THIS MEETING THE YUGOSLAVS INTEND TO GIVE
THEIR IMPRESSIONS ON THE RESULTS OF THE DELEGATIONS
U.S. TRIP.

3. THE DELEGATION WILL EMPHASIZE INCREASING YUGOSLAV

EXPORTS AND WILL AIM AT ESTABLISHING MORE CONTACTS IN THE MID-WEST AND ON THE PACIFIC COAST (CLEVELAND, CHICAGO, SAN FRANCISCO AND LOS ANGELES) RATHER THAN AIMING AT THE TRADITIONAL EAST COAST/NEW YORK AREA.

4. COMMERCIAL ATTACHE TOLD PILIPOVIC THE EMBASSY WOULD DO ALL IT COULD TO HELP MAKE THE VISIT A SUCCESS AND COMMERCE AND THE USYEC , WHO COULD BE USEFUL IN FINDING CONTACTS, WOULD BE ADVISED. PILIPOVIC WAS GRATEFUL.

5. PILIPOVIC ALSO MENTIONED SERIOUS THOUGHT WAS BEING GIVEN TO ORGANIZING A YUGOSLAV EXPORT-ORIENTED EXHIBITION IN THE US. THIS EXHIBITION WOULD BE SPECIFIC RATHER THAN GENERAL AND WOULD TRAVEL FROM CITY TO CITY. IT WOULD BE MODELED ON A MODERATELY SUCCESSFUL SLOVENE EXHIBITION WHICH TOURED THE US IN THE SPRING OF 1976. DATES BEING CONSIDERED ARE VERY LATE 1977 OR EARLY 1978.

6. WE WISH TO DO EVERYTHING POSSIBLE TO MAKE THESE PROMOTIONAL EFFORTS SUCCESSFUL, ESPECIALLY IN VIEW OF YUGOSLAVIA'S INCREASING GLOBAL/US TRADE IMBALANCES AND SOME YUGOSLAV CRITICISM HERE THAT US TRADE PROMOTION EFFORTS ARE OVERLY EXPORT ORIENTED, WITH LITTLE EMPHASIS ON INCREASING YUGOSLAV EXPORTS. WE WILL KEEP YOU ADVISED ON THEIR STATUS AND SPECIFIC AREAS OF EMPHASIS. NO ACTION ON YOUR PART AT THIS TIME IS UNCLASSIFIED

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NECESSARY BUT AT SOME POINT YOUR ASSISTANCE WILL PROBABLY BE REQUIRED.
WORTZEL

NOTE BY OC/T: PASSED ABOVE ADDRESSEE

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Message Attributes

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Sent Date: 28-Sep-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
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